

IN THE CLAIMS:

Please **AMEND** the claims as follows:

1. (AMENDED) A marketing system for processing market information of consumers and dealers via an electronic network, comprising:

personal information registering means for registering personal information of a consumer;

market information registering means for registering market information about goods which the consumer desires to purchase;

posting means for extracting and posting the market information registered in said market information registering means according to genres; and

personal information acquiring means for acquiring personal information of the consumer necessary for a dealer to access the consumer from said personal information registering means when the market information posted at said posting means is purchased, after determining whether prior approval by the consumer is required, by the dealer.

2. (AMENDED) The marketing system according to claim 1, wherein said personal information acquiring means includes prior approval demand determining means for determining, based on the personal information registered in said personal information registering means, whether [or not] prior approval of the consumer is required before the dealer accesses the consumer, when the market information has been purchased by the dealer, and access confirming means for seeking approval for the dealer's access from the consumer who registered the purchased market information, when said prior approval demand determining means judges that the prior approval is required.

Please ADD the following NEW claims:

11. (NEW) A marketing system processing market information of consumers and dealers via an electronic network, comprising:

a personal information registering unit registering personal information of a consumer;

a market information registering unit registering market information about goods which the consumer desires to purchase;

a posting unit extracting and posting the market information registered in said market information registering unit according to genres; and

a personal information acquiring unit acquiring personal information of the consumer necessary for a dealer to access the consumer from said personal information registering unit when the market information posted at said posting unit is purchased, after determining whether prior approval by the consumer is required, by the dealer.

12. (NEW) A method of processing market information of consumers and dealers via an electronic network, comprising:

registering personal information of a consumer;

registering market information about goods which the consumer desires to purchase;

posting the market information that is registered according to genres; and

acquiring personal information of the consumer necessary for a dealer to access the consumer from said personal information when the market information posted is purchased, after determining whether prior approval by the consumer is required, by the dealer.

13. (NEW) A marketing system, comprising:

an information unit registering personal information and market information about goods of a consumer, and posting the market information according to genres; and

a personal information acquiring unit acquiring personal information about the consumer required for a dealer to access the consumer when the market information posted at the posting